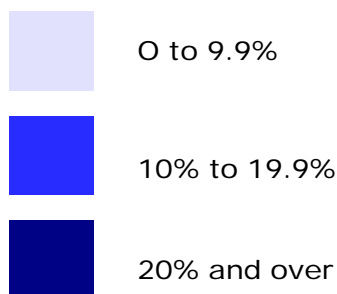
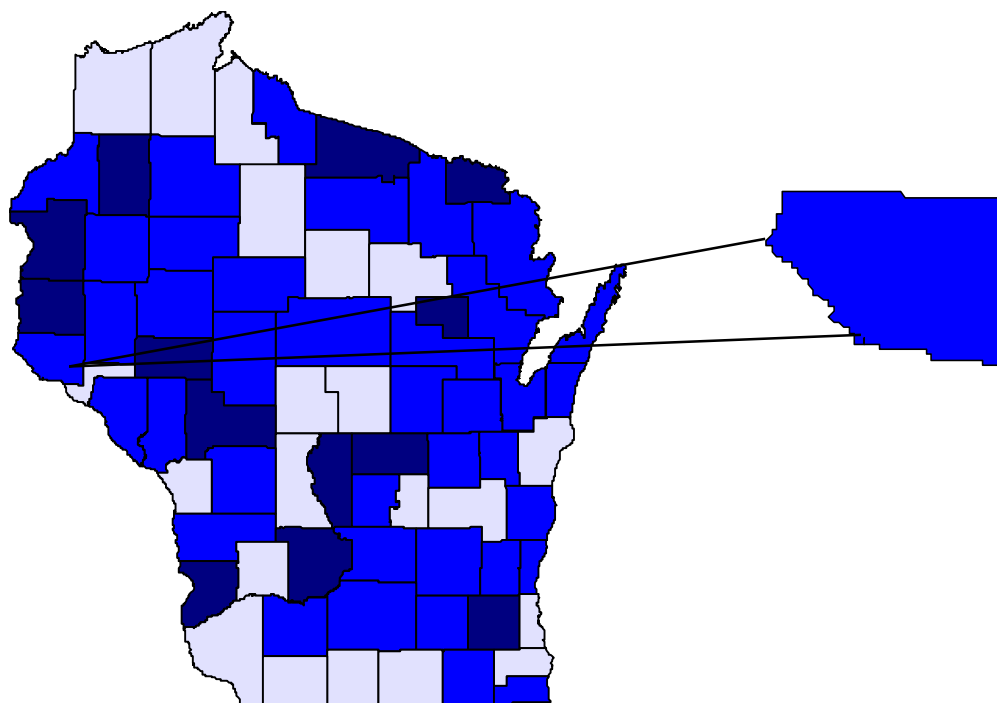


Pierce County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Pierce County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

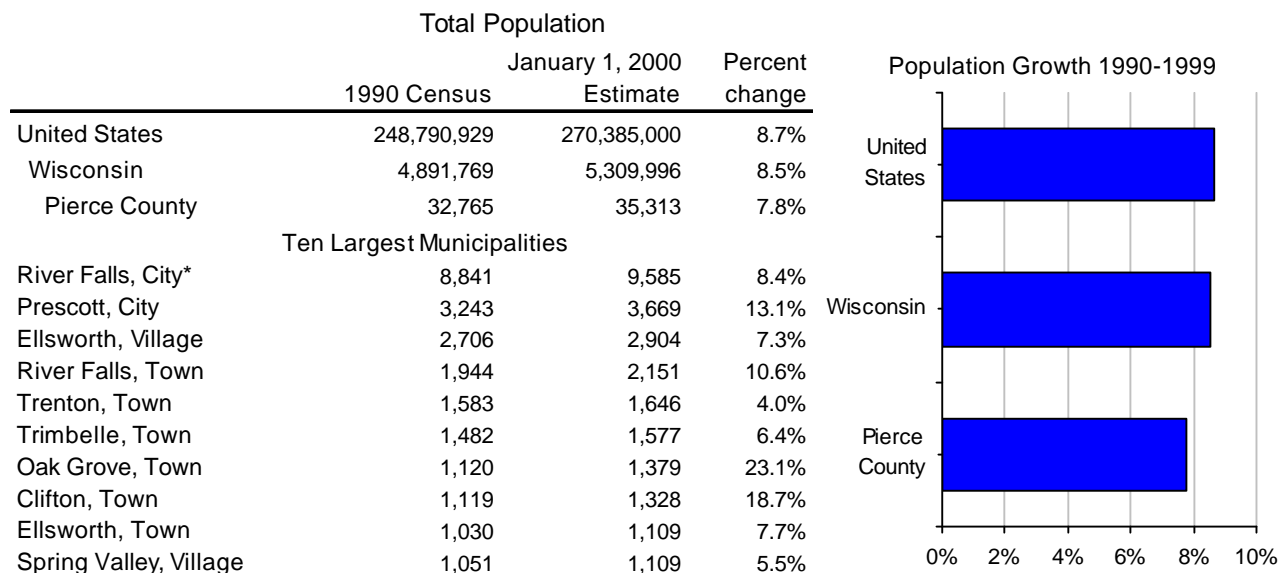
For more detailed information or clarification, please contact your local labor market analyst, Beverly Gehrke, by telephone (715-634-5289) or email (gehrkb@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Pierce County Population and Civilian Labor Force

The total population in Pierce County grew 7.8 percent from 1990 to January 2000, less than both state and national expansion. The largest numeric increase in population occurred in the City of River Falls (Pierce County portion only), the county's largest municipality. Roughly 30 percent of the increase in county population since 1990 occurred there. Combined with the St. Croix County portion, the population in the City of River Falls is 11,762. Most of the growth in population occurred from natural causes (3,952 births vs. 2,261 deaths), but 867 people did migrate to the county. However, the migration rate of 2.6 percent is below the state migration rate of 3.7 percent.

Of the 35,313 residents living in the county at the end of 1999, 26,136 (77%) were 16 years and older. Since 1990, this population segment increased by 2,350, and the segment aged 15 years and under increased by 198, resulting in a net county population increase of 2,548.

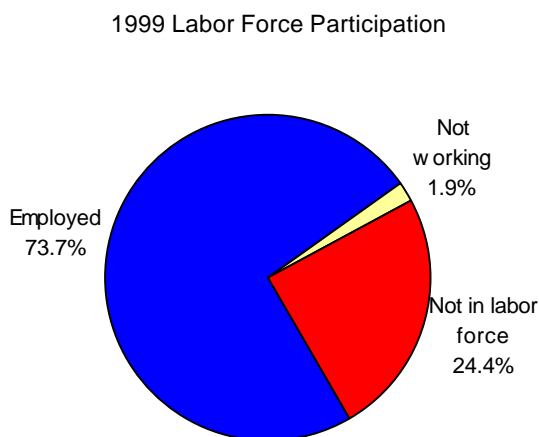


* Pierce County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The segment of the population 16 years and older is important because the U.S. Bureau of Labor Statistics use the age of 16 as the demarcation point for entrants into the potential labor force. The labor force, by definition, includes those who are either working or looking for work, but does not include individuals who have made a choice to not work: retirees, homemakers, and students; nor does it include institutional residents, military personnel, or discouraged job seekers.

Labor force participation increases and contracts with changes in labor market conditions. For example, each spring the Pierce County labor force expands as seasonal workers enter the labor market either to begin a job or to start looking for work.



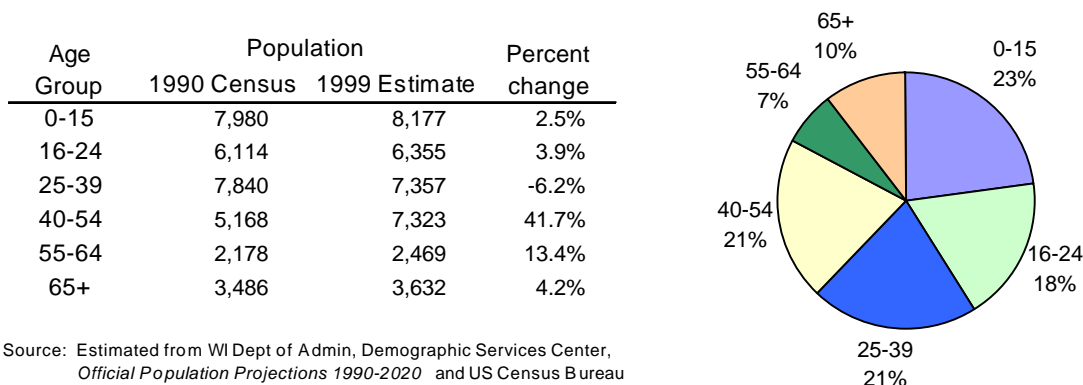
The number of residents aged 16 years and over who are in the labor market determines the labor force participation rate. In 1999, the non-institutional population 16 years and over was 26,828. Of those, 20,300 were actively participating in the labor force and the labor force participation rate was 75.6 percent. That exceeds both the state and national participation rates of 72.3 and 67.1 percent, respectively.

As younger residents age, interest in working and holding a job increases. Teenagers are less likely to participate in the labor force because they are in school. Residents between the ages of 25-54 share the most incentives to work and have the highest participation rates. At 55, however, workers begin to withdraw from the labor market and, by 65, most workers have retired.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

In 1999 over half the labor force age population (16 years and older) was between the ages of 25 and 54. Since participation rates are highest among this group, and employment opportunities were plentiful, total labor force participation in the county was very high. Because the 25-39 year old group is still the largest in the county in 1999 there will continue to be a supply of workers, and the labor force age population will continue to grow, although the additions each year will become smaller. As the population ages, however, the composition of the labor force will also change. By 2010, 27 percent of the labor force age population will be over 55 years old, and the size of the 16-24 year old group will shrink.

Pierce County Labor Force Age Population Distribution



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Pierce County Civilian Labor Force Data

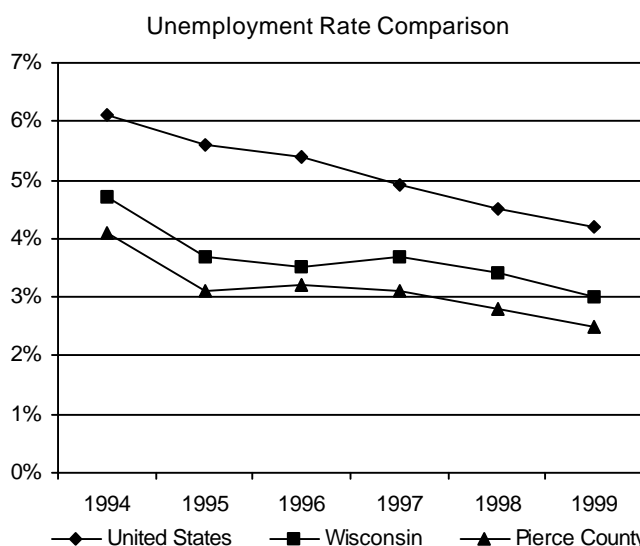
	1994	1995	1996	1997	1998	1999
Labor Force	19,400	19,700	20,500	20,500	20,600	20,300
Employed	18,600	19,100	19,800	19,900	20,000	19,800
Unemployed	790	610	660	640	570	510
Unemployment Rate	4.1%	3.1%	3.2%	3.1%	2.8%	2.5%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate differs from the percent of the labor force age population not working. The unemployment rate is a percent of labor force participants (75.6% of the labor force age population in Pierce County) who are unemployed and actively looking for work. The number of unemployed in the county includes not only those who are receiving unemployment benefits, but also any resident who actively looked for a job and did not find it.

Out of a total labor force in Pierce County in 1999 of 20,300, 2.5 percent were unemployed. This is lower than both the state and national unemployment rates of 3.0 and 4.2 percent, respectively, in 1999. The county had the twelfth lowest rate in the state.

Even though there were 200 fewer residents employed in 1999 than in 1998, there were 1,200 more residents working than in 1994. The recent decline in the number of employed in the county reflects the drop in total labor force participation. The number of employed in Pierce County includes not only residents who work for employers located both in and beyond the county boundaries, but also all self-

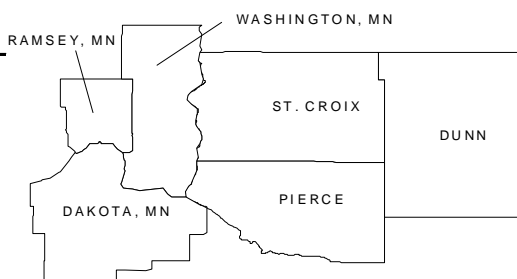


Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

employed residents and proprietors. Roughly 25 percent of the number of employed in Pierce County are either farm or nonfarm proprietors. The number of proprietors increased 692 since 1994, but only 13 were added in 1999.

Pierce County Commuting Patterns

	Commute To	Commute From	Net Commute
Dunn County	161	207	46
Pepin County	85	161	76
St. Croix County	1,836	857	-979
Minnesota	6,166	723	-5,443
Elsewhere	326	58	-268
Total	8,574	2,006	-6,568
Commute within County	8,421		



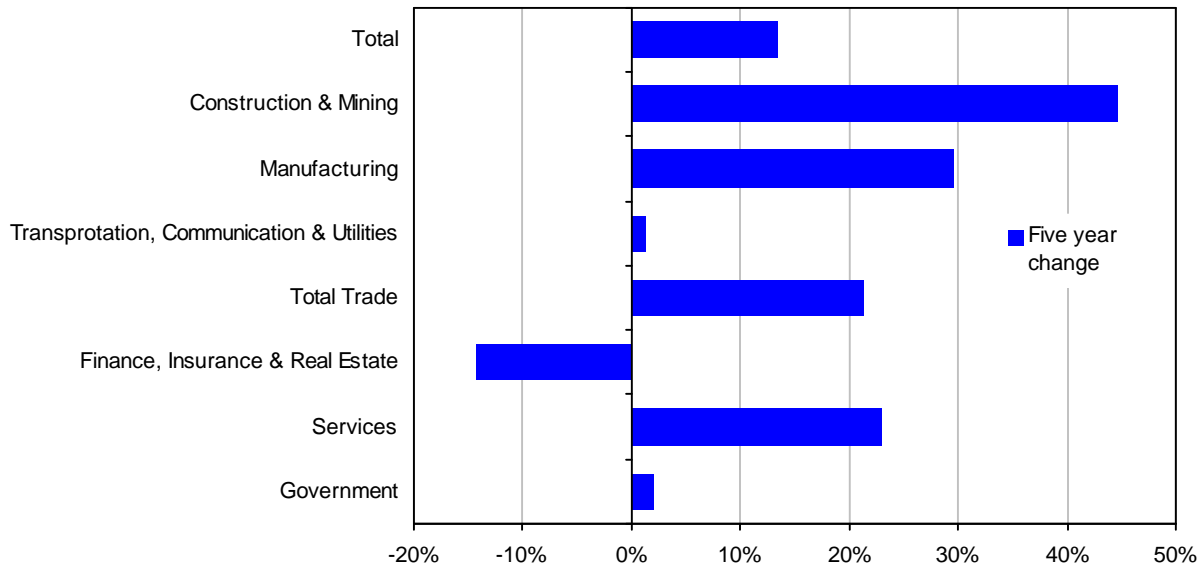
Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994

Note: Information on commuting patterns of workers is available only from decennial census data. Since 1990 the number of workers has increased and so has travel on area highways. Until the 2000 census is released, however, the only data we have remains from 1990.

The county labor force includes all employed and unemployed residents who live in the county, even though they may travel out of the county to work. In Pierce County that included nearly 8,600 residents, almost half of the working population, who commuted to surrounding communities for a job. Most of those commuters were headed for Minnesota. Of the nearly 6,200 who crossed the river for work, 23 percent of them worked in Red Wing, the most traveled to destination. Nearly as many traveled to multiple locations in Ramsey County, including the City of St. Paul.

More workers leave the county for neighboring communities than enter. For every four residents who leave the county for work only one commutes in from other areas. For those workers who enter the county, and for one-third of the residents who commute to work within the county, the primary destination is the City of River Falls, home to the three largest employers in the county.

Pierce County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change 1 year	5 year
Total	9,161	9,481	9,421	9,532	10,081	10,399	3.2%	13.5%
Goods Producing	1,236	1,249	1,278	1,393	1,499	1,646	9.8%	33.2%
Construction & Mining	293	310	310	349	357	424	18.8%	44.7%
Manufacturing	942	939	968	1,043	1,142	1,221	6.9%	29.6%
Durable	560	521	501	558	653	780	19.5%	39.4%
Nondurable	383	418	467	486	489	441	-9.8%	15.2%
Service Producing	7,926	8,232	8,143	8,139	8,582	8,753	2.0%	10.4%
Transportation, Communications & Utilities	529	520	537	537	534	536	0.3%	1.3%
Total Trade	2,057	2,393	2,440	2,230	2,342	2,498	6.7%	21.4%
Wholesale	269	212	239	233	265	267	1.0%	-0.7%
Retail	1,788	2,181	2,201	1,998	2,077	2,231	7.4%	24.7%
Finance, Insurance, and Real Estate	374	319	316	317	314	321	2.2%	-14.2%
Services & Misc.	1,595	1,633	1,658	1,718	1,937	1,961	1.2%	23.0%
Total Government	3,371	3,367	3,192	3,336	3,454	3,438	-0.5%	2.0%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Note: Nonfarm wage and salary employment measures the number of jobs within a county excluding family farming, military, and proprietors. This data, often referred to as 'place of work' data, indicates the number of jobs at the work site without consideration of where the jobholder lives.

Pierce County nonfarm wage and salary employment exceeded the state job growth of 2.4 percent during the one-year period and 11.8 percent during the five-year interval. Job increases at both the one- and five-year intervals in manufacturing far exceeded state growth of -0.1 and 5.8 percent, respectively. Manufacturing employers added roughly 340 jobs from 1994 to 1999. Still, manufacturing jobs, at 12 percent of all jobs, are a much smaller share of total employment in Pierce County than in the state where they are 22 percent of all jobs. Overall, more than one-third (470) of the jobs added by Pierce County employers during the last five years were in the goods producing sector which includes manufacturing and construction.

Employment increases in the service producing sector lagged state growth of 2.9 percent since 1998 and 13.1 percent since 1994. Two of the largest industry divisions in the county, services and government, lagged state growth during the last year, and government employment, which provides over one-third of the jobs in the county, lagged far behind the 8.6 percent increases in the state in five-year period. The share of retail trade employment in the county is greater than in the state, 21 percent vs. 18 percent, and the increase in county retail jobs exceeded job growth statewide in both the one- and five-year intervals.

Pierce County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Educational Services	9	1,976	7	-37
Eating And Drinking Places	82	1,075	-1	53
Health Services	36	658	-5	-4
Executive, Legislative, And General	23	459	-11	-28
Food Stores	12	439	9	-33
Trucking And Warehousing	36	343	-14	-42
Automotive Dealers & Service Stations	20	254	-3	48
Social Services	15	249	44	118
Special Trade Contractors	48	246	21	86
Lumber And Wood Products	11	204	31	117

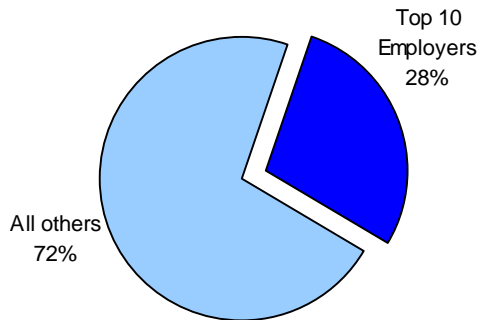
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Top 10 Employers

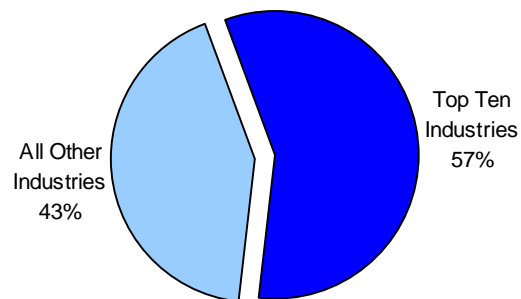
Company	Product or Service	Size
University of Wisconsin River Fall	Education	500-999
School District of River Falls	Education	500-999
Ellsworth Community School District	Education	250-499
County of Pierce	Executive and general government	250-499
School District of Prescott	Education	100-249
Thomas & Betts Corp	Primary metal products: steel pipes	100-249
Erickson More4 River Falls	Food stores: groceries	100-249
Spring Valley Health Care Center In	Health services: nursing care	100-249
City of River Falls	Executive and general government	100-249
Western Wisconsin Medical Associate	Health services: clinics	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment

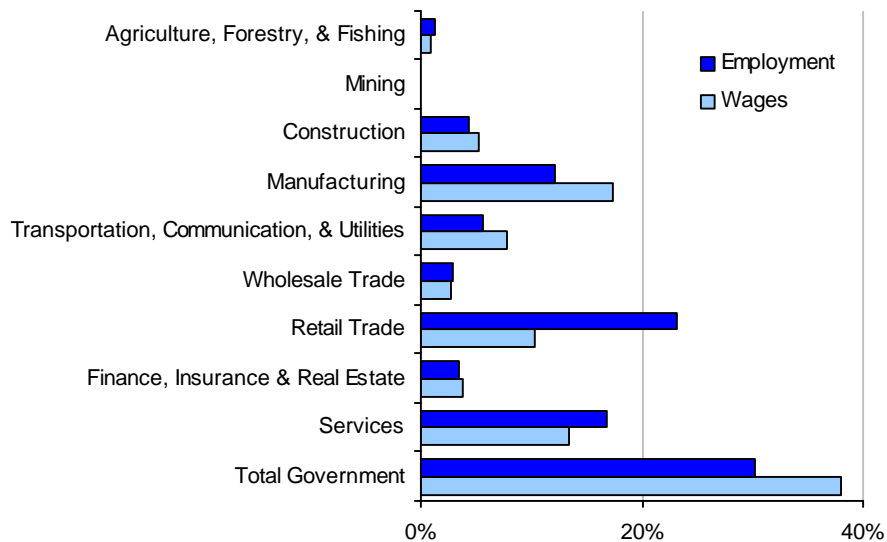


Out of 804 employers in Pierce County, ten provide 28 percent of the jobs. The five largest are all government operations and four provide education services, the largest industry group in the county. The second largest industry group: eating and drinking places is not represented on the list of largest employers. The employers in this group are generally small, although as a group they provide many jobs. The same is true for most retail trade employers including those in two other groups on the top industries list, food stores and automotive dealers and service stations, although food stores is represented on the largest employer list. Two employers on the list represent health services, part of the services industry division. The social services group is also a part of the larger services industry, but is not included among the largest employers. Trucking and warehousing is another instance where there are many smaller employers that provide over 340 jobs. Lumber and wood products is part of the manufacturing industry division and appears as the tenth largest industry group. Among the top ten it has added the second highest number of jobs over the five-year period, yet is not represented on the largest employer list. There, an employer from the primary metal products group represents manufacturing.

Pierce County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$23,138	\$29,609	78.1%	4.8%	16.2%	8,900
Agriculture, Forestry, & Fishing	\$18,947	\$21,499	88.1%	13.6%	-48.2%	108
Mining	*	\$39,968	*	*	*	*
Construction	\$28,160	\$36,772	76.6%	12.1%	32.4%	389
Manufacturing	\$32,976	\$37,773	87.3%	10.7%	24.0%	1,086
Transportation, Communications, & Utilities	\$31,816	\$34,523	92.2%	15.5%	23.6%	505
Wholesale Trade	\$22,328	\$38,048	58.7%	-14.1%	27.9%	254
Retail Trade	\$10,323	\$15,066	68.5%	3.6%	18.0%	2,067
Finance, Insurance, & Real estate	\$26,417	\$37,911	69.7%	-2.4%	44.7%	299
Services	\$18,493	\$26,041	71.0%	6.0%	28.7%	1,495
Total Government	\$29,095	\$32,017	90.9%	3.1%	10.0%	2,685

Total Employment and Wage Distribution by Industry Division



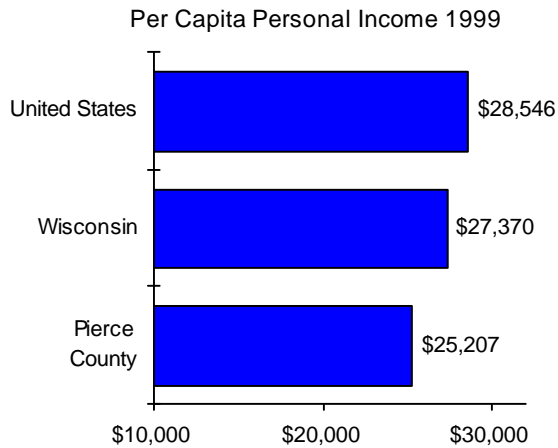
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211*.

Note – The data from Employment and Wages Covered by Wisconsin's Unemployment Insurance Law differs from employment data in the nonfarm wage and salary estimates because: 1) multi-location employers report all workers and wages at a single site, i.e., retail franchises; 2) not all employers are covered by the unemployment insurance law and therefore are not included in this data, i.e., railroads, parochial schools. This is most apparent in government where work-study employment is not reported as part of the University payroll.

Government has the most workers, and the highest payroll in the county. Government units had a total payroll of \$78,119,281. The second highest payroll in the county, well under half that of government, was in manufacturing at \$35,811,613. Manufacturing, however, had only the fourth highest share of workers. Retail trade had the second highest share of workers, but the fourth highest payroll at \$21,337,482. Even though there are more workers in retail, many of them are part time and the average annual wages are the lowest in the county. Total payroll from all industries in the county was \$205,928,510 and, when divided by 8,900 jobholders, produced an annual average wage of \$23,138.

Workers in manufacturing earned the highest annual average wage in Pierce County in 1999, but this was only 87 percent of state wages in the same industry. Wages for workers in transportation, communication and utilities were closest to the wages of workers statewide, while the greatest disparity appeared in wholesale trade. Overall, wages in the county were 78 percent of the state annual average wage of \$29,609, better than in the last three years. County increases in annual average wages exceeded the 3.8 percent increase in the state from 1998 to 1999, but not the 21.7 percent increase over the five-year period.

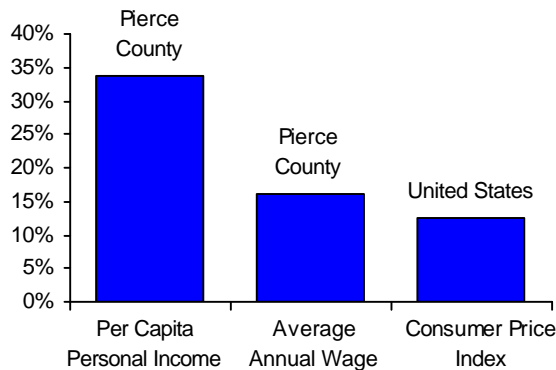
Pierce County Wage and Income Data



The per capita personal income (PCPI) includes total income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. In 1999, the PCPI in Pierce County was 92 percent of the state's, and was lower than only 18 other Wisconsin counties.

The PCPI in Pierce County, which increased 33.8 percent in the last five years, exceeded both national and state five-year growth of 26.4 and 26.1 percent, respectively. Annual increases in the PCPI also exceeded both national and state increases in each of the last five years.

Comparison of Selected Data: 1994 - 1999



Net earnings from personal income, which includes not only wages residents (many who work more than one job), but self-employment and proprietor's income, comprise 73 percent of total personal income (TPI) in the county compared with 67 percent statewide. Net earnings increased 44 percent during the five-year period, much better than the increase in annual average wage which do not include earnings by residents who commute to work in neighboring counties. In the five-year interval, the adjustment for residency earnings (over half of the net earnings) increased 66 percent. Income from assets and transfer payments, which together comprise 27 percent of total personal income, rose 51 and 18 percent respectively. In comparison, those groups comprise 32 percent of TPI statewide and increased 41 and 19 percent, respectively.

Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Pierce County	\$18,833	\$19,704	\$21,118	\$22,368	\$23,990	\$25,207	5.1%	33.8%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Accountant	\$ 17.18	\$ 15.57
Cashier-checker	6.72	6.40
Computer programmer	22.65	20.96
Cook, restaurant	7.93	7.43
Inspector/tester, production	11.86	11.33
Janitor/cleaner	8.70	8.24
Machine feeder/offbearer	8.78	8.63
Maintenance repairer, general	12.43	11.97
Nurse aide	8.74	8.41
Receptionist	8.38	8.21
Registered nurse	18.54	17.99
Retail salesperson	8.40	7.09
Secretary	10.42	10.39
Shipping/receiving/traffic clerk	9.69	9.11
Truck driver, heavy and OTR	14.47	13.39

Source: DWD, Bureau of Workforce Information 1999 OES wage survey for Balance-of-State (non-MSA) counties.

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 'balance-of-state' (BOS) counties. For comparison, the annual average wage of workers in Pierce County was 94 percent of that for workers in all BOS counties. However, that varies by industry from 107 percent in government to 77 percent in the wholesale trade division.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.